



PRESS RELEASE

Notification of share capital changes

Milan, 18 September, 2018 – MailUp S.p.A. (the “**Company**” or “**MailUp**”), a company listed on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the *marketing technology field*, following a share capital increase under the *stock option* plan known as “Piano 2016” (the “**Plan**”), as resolved by the Company’s Board of Directors on 29 March 2016 (for more information please see the press release published on the same date) and following the assignment of 73,840 shares (that will have a 12-month *lock-up* period) on 25 July, 2018 (for more information please see the press release published on the same date), hereby notifies the new share capital composition (subscribed and paid-up). The declaration of the completed share capital increase was submitted to the Company Register of Milan on 17 September, 2018.

Please find below the new share capital composition (subscribed and paid-up) following the above-mentioned submission, in the format prescribed by model T.1. of the Italian Issuers' Regulations:

	PREVIOUS SHARE CAPITAL			CURRENT SHARE CAPITAL		
	EUR	Shares	Nominal Value	EUR	Shares	Nominal Value
Total	354.986,68	14.199.467	-	356.832,68	14.273.307	-
Of which ordinary shares	354.986,68	14.199.467	-	356.832,68	14.273.307	-

Following the share capital increase, MailUp’s capital structure is as per the below:

Shareholders	No. Shares	Percentage
Gorni Nazzareno	1.658.800	11,62%
Azzali Luca	1.655.680	11,60%
Miscia Alberto	1.652.560	11,58%
Monfredini Matteo	1.639.280	11,48%
Bettoni Matteo	1.633.840	11,45%
Zoidberg Srl	1.090.665	7,64%
Employees	271.640	1,90%
Treasury Shares	62.400	0,44%
Market	4.625.442	32,41%
Total	14.273.307	100,00%

MailUp Group (MAIL.MI) (ISIN IT0005040354) is the result of the technological research and business success of MailUp SpA, the parent company that developed a digital cloud computing platform used by SMEs and large corporations to communicate with customers via Email and SMS. After becoming the leader in the industry and being listed on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth through acquiring both established companies and start-ups: Acumbamail (Spanish and Latam markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). This portfolio of brands includes BEEfree.io, an email editor launched in late 2016 as a complementary business line, which already has thousands of customers worldwide. Today, the MailUp Group is a leading European player in the field of marketing technologies thanks to more than 20,700 customers in over 100 countries. The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float of ca. 34%.

ISIN IT0005040354 - Reuters: MAIL.MI - Bloomberg: MAIL IM

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